Author Guidelines for Case Studies

About Case Studies

Case studies can be experience reports or empirical studies that provide practical insights for integrating research results in the contexts of professional communication (although professional communication is an interdisciplinary field and readers have eclectic interests, the one thing that connects readers of this journal is their interest in professional communication).

1. Experience reports describe a problem, the practitioner's approach to solving the problem, and the effects of the applied solution(s). Cases provide enough detail about the challenges, failures, resources used, and the impact of the project so that other practitioners can determine whether they can implement the idea(s) themselves.
2. Empirical studies examine a problem or situation and explicate for readers what sense might be made of that problem or situation. They apply qualitative and/or quantitative research methods to yield transferable results meaningful beyond the particular case. They discuss what the results mean in the context of larger issues in the field of professional communication.

Please limit the word count to no more than 7500 words, excluding references.

Guidelines for Case Studies

Formatting References	Follow the IEEE style for formatting references, which differs from the APA and MLA styles that are more widely used among professional communicators. For instructions on formatting references, see *TPC Citation Style*.
Formatting Text	Note specific guidelines regarding: • File formats • Formatting of text (margins, spacing, type face) • Formatting of tables, charts, figures, and illustrations See Guidelines for Formatting Manuscripts for details.

Please use the titles below as your major section headings, and address the issues below in the corresponding section.

Abstract	Structure the abstract (between 200 and 250 words) by subheadings that address all sections required of case studies below, as well as implications for practice, research, and/or education.

Introduction   Explain the purpose and type of case study, and its importance to the field of professional communication. Define terms or concepts that can help readers understand the case. State the research questions or questions prompting the case study, and define unfamiliar terms or concepts. Forecast the main sections of the manuscript.

About the Case   Explain the situation, problem, or opportunity that inspired examination of the case. Address important constraints or challenges that existed (i.e., limited budget or resources, tight schedule, regulations, standard templates used, and other similar types of constraints, etc.).

Describe the object of study in this case (e.g., the applied solution, team dynamics, technology adoption process). If applicable, describe the process for developing the applied solution, including its purpose, audience, key milestones, activities, issues, decisions, reactions or interactions.

Situating the Case   Explain the importance of the current case study in relation to issues, practices, pedagogies, research, and/or theories in the field and, if applicable, to other similar cases.

Methods/Approach   Explain (1) what data were collected to examine the case, (2) how the data were collected (i.e., Google Analytics, usability test methods, performance evaluation methods and criteria, etc.), (3) how the data were studied and interpreted (i.e., statistical methods, thematic coding, etc.), and (4) why the author(s) used these methods.

Address the trustworthiness and credibility of the data collected to examine the case.

Results/Discussion   Describe the study findings and the extent to which findings address the original problem or answer the original question(s).

Interpret the findings through pertinent research and related issues, practices, or cases discussed in the "Situating the Case" section above and in professional communication in general.

Some examples of supporting data include:
- Quotes from user feedback
- User performance data (such as results from usability tests or metrics from performance monitoring in the workplace)
- Web metrics
- Results from return on investment (ROI) and other financial evaluations (if performed)

Conclusions   Discuss implications for practice, research, and education. Address the limitations that might constrain interpretation and application of the findings—particularly in other settings—and other concerns and issues that the case study introduces. Suggest future research or case studies.

Samples of Case Studies Published in the *Transactions*

> T. Batova, "Negotiating multilingual quality in component content-management environments," *IEEE Trans. Prof. Commun.*, vol. 61, no. 1, pp. 77-100, 2018.

> S. D. Williams, G. Ammetller, I. Rodríguez-Ardura, and X. Li, "Narratives of international women entrepreneurs: An exploratory case study of identity negotiation in technology startups," *IEEE Trans. Prof. Commun.*, vol. 63, no. 1, pp. 39-51, 2020.

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Reviewers' Expectations

To learn about the criteria that reviewers consider when providing feedback on a case study, consult the rubric for reviewers of case studies.